

REMARKS

Reconsideration and allowance of the above-referenced application are respectfully requested.

I. STATUS OF THE CLAIMS

Claims 1-7 are amended herein.

In view of the above, it is respectfully submitted that claims 1-10 are currently pending and under consideration.

II. REJECTION OF CLAIMS 1, 2, 4, 5, 7, 8 AND 10 UNDER 35 U.S.C. § 103(A) AS BEING UNPATENTABLE OVER BARNI ET AL. (US 6,064,981) IN VIEW OF WALKER ET AL. (US 5,794,207)

In item 2 on page 2 of the Office Action, the Examiner believes that Barni et al. ("Barni") discloses the claimed invention in FIG. 4, column 6, lines 1-3, 22-23.

Applicant respectfully disagrees.

The screen in which the user in Barni is accepting a given rate quote is not the screen where a *displayed result* of the quote appears. Instead, the screen of quotes is already posted by freight forwarders and carriers and is not the result of a search. It is where "freight forwarders and carriers post published rate and discount information for land, sea and air bearing cargo vessels. The information allows customers the opportunity to evaluate competitive prices in one consolidated location instead of having to navigate to individual company web sites" (see column 5, lines 19-30 of Barni). The user then has to highlight a given row in the table and takes a given action in order to accept the competitive price or quote he desires. Then, as Barni discloses in FIG. 5, the user's action takes him to a *different* screen (the display in FIG. 5) and it is at this *different* screen where the user may accept a carrier's published rate for a given shipping lane and post buyer bids that may be accepted by given carriers.

Therefore, Barni is fundamentally different from the claimed invention. Accordingly, Barni and Walker, either alone or combination, do not teach the feature of displaying a search result screen having an ordering button (radio button) and a desired purchasing price input box to allow the user to select either ordering the product or inputting a desired purchasing price, together with a button indicating that the user does not wish to purchase the produce right now, but wishes to register the desired purchasing price (see, for example, claim 1 of the present invention). With this screen, the user can confirm the search result (the normal selling prices), and at the same time, the user can order the product or start price negotiation, depending on the

search result. Support for this feature may be found, for example, in FIG. 8 and at page 8 of the Applicant's specification.

Similar to claim 1, independent claims 2, 4, 5, and 7 also describe the feature of “displaying a search result screen showing an ordering button and a desired price input box on a user device to allow the user to select either ordering the product or inputting a desired purchasing price, together with a button indicating that the user does not wish to purchase the produce right now, but wishes to register the desired purchasing price.” Therefore, it is submitted independent claims 1, 2, 4, 5, and 7 patentably distinguish over Barni and Walker.

Claims 8 and 10 (depending from independent claim 7) recite patentably distinguishing features of their own, and further, are at least patentably distinguishing due to their dependencies from independent claim 7.

In view of the above, it is respectfully submitted that the rejection is overcome.

III. REJECTION OF CLAIMS 3, 6, AND 9 UNDER 35 U.S.C. § 103(A) AS BEING UNPATENTABLE OVER BARNI ET AL. (US 6,064,981) IN VIEW OF YAMAJI ET AL. (US 2002/0010611)

It is described in paragraph three in section II above how Barni fails to disclose the claimed invention. Therefore, Barni and Yamaji, either alone or combination, do not teach the feature of displaying a search result screen having an ordering button (radio button) and a desired purchasing price input box to allow the user to select either ordering the product or inputting a desired purchasing price, together with a button indicating that the user does not wish to purchase the produce right now, but wishes to register the desired purchasing price (see, for example, claim 3 of the present invention).

Similar to claim 3, independent claim 6 describes the feature of “displaying a search result screen showing an ordering button and a desired price input box on a user device to allow the user to select either ordering the product or inputting a desired purchasing price, together with a button indicating that the user does not wish to purchase the produce right now, but wishes to register the desired purchasing price.” Therefore, independent claims 3 and 6 patentably distinguish over Barni and Yamaji.

Claim 9 (depending from independent claim 7) recite patentably distinguishing features of its own, and further, is at least patentably distinguishing due to its dependency from independent claim 7.

In view of the above, it is respectfully submitted that the rejection is overcome.

IV. CONCLUSION


In view of the foregoing amendments and remarks, it is respectfully submitted that each of the claims patentably distinguishes over the prior art, and therefore defines allowable subject matter. A prompt and favorable reconsideration of the rejection along with an indication of allowability of all pending claims are therefore respectfully requested.

If there are any additional fees associated with filing of this Amendment, please charge the same to our Deposit Account No. 19-3935.

Respectfully submitted,

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